

GUEST LECTURE ON
"INDUSTRY INSIGHTS ON DIGITAL MARKETING AND ARTIFICIAL INTELLIGENCE"

Mr. Mallesu & His associates delivered guest lecture on Digital Marketing on 19 March, 2021, covering topics like Search Engine Strategy, Digital Analytics and Online Ad Campaign for the both MBA&MCA students. Mr. Mallesu shared real life situations faced in digital marketing firms by giving case studies to work on. He also illustrated the various ad campaigns done by his firm and how could they measure a response and create an impact online. Mr B. Mallesu is an entrepreneur and practitioner in the business innovation, incubation, transformation, growth, strategy and leadership. He is also a mentor & advisor for Stat ups. He has gained over 22 years experience in IT, Investment Banking, Financial Markets, Training and Education in the leading organizations like IBM, HCL Technologies, ABN Amro Bank, JP Morgan etc. He is an alumnus of Indian Institute of Management (IIM) Ahmedabad.

Department of Master Of Computer Applications conducted a Guest Lecture on 'Application of Artificial Intelligence in Machine Learning & Data Analytics', on the same day from 11.00 am to 12:30 pm. Students from all the semesters of the MCA Department attended the Guest Lecture. The Guest Lecture started with an introduction on what are artificial intelligence and its importance in the present times. Mr. G.Nagaraju (Founder & CEO, Henotic- HYD) discussed the evolution of five generations of computer languages. He told us that at present, artificial intelligence is part of the fifth generation of computer programming languages. He also discussed concepts like Heuristics, Natural Language Processing, Knowledge representation, automated reasoning, Machine Learning and Expert Systems. While explaining the important applications of Artificial Intelligence, he informed the enthusiastic audience that in the coming days, AI will become an important part of our lives. It is already being used in voice recognition, speech recognition; Image processing, computer vision and robotics.

Outcome of the event Students acquired awareness on various application areas of Artificial Intelligence, its advantages and disadvantages. The active interest and enthusiasm of the students could be gauged by the high level of interaction generated by this session.

A Memorandum of Understanding was signed between Sree Vidyanikethan Institute of Management (Tirupati) and Henotic Technologies (Hyderabad) on the 19th of March 2021 at the Director's office. Prof: P. Narayana Reddy, Director, SVIM and Mr. B.Mallesu, Managing Director of Henotics were the signatories. Henotic Technology is an IT Services and Consulting Company. It delivers innovative IT Services, Consulting, Research, Training, Innovation and Startup services. Henotic Technology Pvt Ltd is promoted and managed by a team of IIT and IIM alumnus with decades of experience and expertise in information technology services and consulting in diversified industry sectors and domains.

In his opening remarks Prof L. Venugopal Reddy, Director cum Advisor of SVET, Emphasized that Industry-institute interaction (I-I-I) is the most preferred activity for mutual benefit and growth of industries as well as institutions. I-I-I provides the best platform for showcasing the best practices, latest technological advancements, and their implementation and impact on the industry. Also, I-I-I promotes industry experts to participate in curriculum design which plays a significant role in preparing the students ready for the industry. Through I-I-I, industries can participate in technical education programs and cross-fertilize ideas for systems improvement. Teaching-learning processes can be improved by integrating industrial training to the students which also provides an exposure of the corporate world.

This MOU outlined the initiative for mutual cooperation between the two parties in the areas of training, Research, live projects, workshops and value added course for the students of both MBA & MCA. Among those present were Prof L.Venugopal Reddy, Advisor cum Director, SVET, Mr.B. Millesu, MD Henotic technologies, Mr G. Nagaraju, CEO-Henotic, N. Siva Prasad, Head-IT Practice, M. Sravan, Head-Digital Practice and other faculty members of SVIM.



Exchange of MOU



Henotic's team with top officials of SVET



